

The subject of this diploma thesis is the concept of media training in current practice, with a focus on individuals who, in their interactions with the media, not only represent the face of corporate, political and other organizations but also use the media to reach the general public. Due to the media attention that is attracted by these representatives, it is crucial that they know how to comport themselves in front of the media and how to utilize it to efficiently effect the target audiences. For this reason, media training focuses on the different forms of an individual's presentation, with the main focus being on speech. The thesis makes use of the foundations of rhetoric as a theoretical background for perceiving media training, specifically in regard to the ability to speak compellingly, correctly, and with consideration so as to influence the audience. Knowledge of rhetoric is key to making convincing arguments and giving prompt responses, and is a skill that can be developed, practiced and perfected over time. Media training interlinks this knowledge with the principles and processes of how the media function and teaches how to formulate messages and what to do and do not in interaction with journalists. A part of the thesis is also dedicated to an analysis of the performance of several selected persons, whom it is confirmed have received such training, and the effect this training had on the development of their skills.